

# RetailMe

## A Connected Retail Platform

### Enable better engagement through an integrated Marketing-Commerce-Service platform

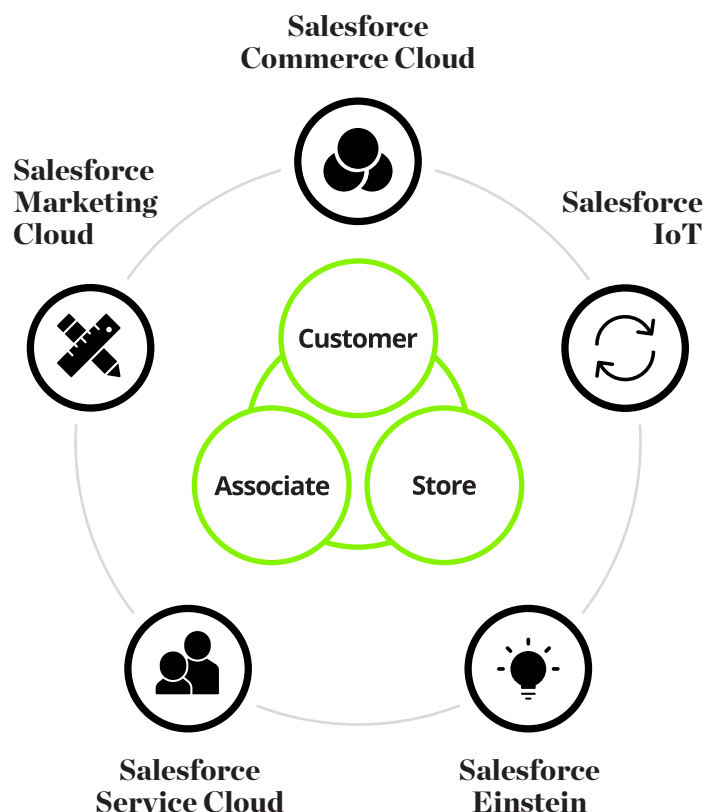
RetailMe is a 'mobile-first' market offering that retailers can use to reimagine their omnichannel retail experience to increase conversion, enrich customer engagement, and boost in-store productivity.

Multiple forces will continue to impact the retail industry in the coming years. The ways in which retailers sell, who they sell to, and what they do to differentiate themselves in the market will be of key importance to the health and success of the business in the industry. From millennials, who are now the largest living generation, to baby boomers, who have 4x the spending power, retailers will need to offer a highly differentiated experience to outperform the competition.

Deloitte Digital's RetailMe, powered by Salesforce, is designed to help retailers create connected experiences that are consistent with their brand and takes advantage of new digital technologies like predictive analytics and IoT that enable both stores and customers to be more informed than ever. Deloitte's industry recognized experience helps retailers rethink the store of the future to identify, recognize, and act on customers' pain points and to digitally enable the store workforce for enhanced productivity.

### RetailMe Salesforce Cloud Ecosystem

RetailMe uses the power of Salesforce cloud ecosystem to empower both stores and customers with accurate and timely information.



## RetailMe Features and Potential Benefits

### Shopper 360

Relieves pain points of the in-store shopping experience while enhancing experience across channels






- **Omnichannel Shopping Enablement**  
Support buy-online pick-up in store for today's digital customer that prefer 'want-it-now' shopping experience
- **In-Store Digital Experience Promotion**  
Offer best in class in-store digital experiences including wayfinding, barcode scanning, and calling for in-app associate help
- **Campaign Promotion Support (with Predictive Scoring)**  
Ability to identify & target to specific set of customers based on buying propensity
- **Self Checkout Integration**  
Provision contact-less self-checkout using IoT sensors and embedded payment methods

### Store 360

Assists in elevating in-store associate awareness, overall service level, along with improving productivity

- **Clienteling Integration**  
Enables store associates to spend more time helping the customer during their shopping journey
- **Real-Time Inventory Visibility**  
IoT-powered inventory solution provides accurate and real-time inventory across store. Supports timely re-order and re-stock events
- **Mobile Point of Sale Integration**  
Offers mobile point of sale for speedier checkout and endless aisle capability (ship-to-home)
- **Store Operations**  
Improves capabilities for leaders to manage the store (and staff), associates to better serve customers and complete tasks, and improves overall communication

Retailers adopting RetailMe can potentially benefit from the following:

-  A flexible, open, and adaptable software platform that delivers cutting edge digital technology to drive differentiation, innovation, and outstanding customer engagement
-  A cloud-based digital solution that lowers risk and increases value, tailored to the ever-changing retail industry landscape
-  An approach that increases speed and agility to meet the increasing needs of sophisticated customers and deliver exceptional customer loyalty and advocacy – while extending the retailer's brand
-  A consultancy vision that allows for broad based transformation that delivers immediate value and expands across lines of businesses or channels as needed to deliver on their strategy
-  An implementation starting point that gets them in-market quickly and generates faster ROI

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